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CC: Devin Strecker, Joseph Mariani, Matthew Severson, Ginnie Gallo
Subject: Meeting announcement for Thursday June 18, 2015
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Greetings HPOA Board,

Attached please find the agenda for this Thursday's board meeting here in Suite 600 of the Taft Building. Please RSVP to Ginnie as to your attendance.

ginnie@hollywoodbid.org<<mailto:ginnie@hollywoodbid.org>>

Also, I've attached the minutes from the May meeting.

Thursday night, we are looking for a volunteer to attend the third of four public hearings on the street vending ordinance. It will start at approx. 6 p.m. downtown. Matthew on staff will be attending.

In addition, we have organized a "venue crawl" directly after the board meeting to sample a few of the places that will be participating in the Music + Arts Festival this November. On behalf of Jan Martin, chair of the committee, we encourage any of you who don't want to go to City Hall that night :) to join us as we walk over to Cahuenga and Selma to enjoy some drinks, food and music. We have four unique locations planned - more details to follow, but let Devin know if you plan to join us that night.

I look forward to seeing you later this week.

Kerry

Kerry Morrison
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**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Minutes
Thursday, May 21, 2015
Taft Building, Suite 600
1680 Vine Street**

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
Jan Martin, Secretary, AMDA
Leslie Blumberg, The Fonda
Joseph D'Amore, CRC Entertainment Inc.
Darcy Derler-Judd, Robertson Properties Group
Mark Echeverria, Musso & Frank Grill
Brian Johnson, Loews Hollywood Hotel
Evan Kaizer, Sieroty Company, Inc.
Chad Lewis, Klein Financial Corporation
John Lyons, Avalon Hollywood/Bardot
Galo Medina, Comprehensive Financial Services
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC

Present via telephone (does not count toward quorum)

Michael Gargano, Argent Ventures, LLC

Absent

David Green, Nederlander Organization
John Tronson, Vice President, Tronson Investment Group

Staff

Kerry Morrison
Joseph Mariani
Matthew Severson
Devin Strecker
Ginnie Gallo

Signed in Guests

Galo Medina – Comprehensive Financial Services
Grant King -- Dream Hotel
Michael Gonzales – Dream Hotel
Fabio Vasco – GTL
Li Wen – Resident of the Broadway

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:05 p.m.

II. OPEN FORUM

- **Grant King & Michael Gonzales** – The Dream Hotel project was presented to the board. It is scheduled to open at Cahuenga and Selma in February 2016. High end hotel with restaurants, nightclub, valet parking.

The team is also working on a new boutique hotel, The Thompson at Wilcox and Selma. They are going through entitlements. It will offer a ground floor lobby, restaurant, bar and valet. The plans for the rooftop include a pool, gym, spa, restaurant and bar.

III. APPROVAL OF MINUTES

- Approval of the April 16, 2015 Board meeting minutes.

It was moved by Mark Echeverria, seconded by Chad Lewis, and CARRIED to approve the minutes from the Board's April 16, 2015 meeting. Unanimously approved.

IV. NEW BUSINESS

A. Recommendation from Nominating Committee. Frank Stephan presented the recommendation to elect Galo Medina to fill the seat vacated by Drew Planting. The term will expire November 2015.

It was moved by Joe D'Amore, seconded by Jan Martin, and CARRIED to approve Galo Medina filling the board treasurer seat vacated by Drew Planting with the term ending November 2015. Unanimously approved.

V. TREASURER'S REPORT – Kerry Morrison

- A. Morrison presented the April 30, 2015 statement which reflected actual monthly expenses of \$336,845 against budget of \$310,078. The April expenses reflected six weeks of security payments. The projected end of year cash balance is \$382,279. There are no significant variances to report at this time.

It was moved by Joe D'Amore, seconded by Chad Lewis, and CARRIED to approve the April 30, 2015 financial statement. Unanimously approved.

- B. Uncollected Assessments – Morrison presented a letter from the Judicial Council of California stating that a check is being processed for BID assessments for the Hollywood

Courthouse dating back to FY 11-12. They asked that the nature of the assessment formula associated with that property be re-evaluated when the BID is renewed.

- C. Gursey Schneider – A proposed engagement letter between Gursey and HPOA was included in the Board packet. Morrison reported that she and Mariani met for four (4) hours with a partner, an associate, and two (2) staff members who would work directly on our account. As a result of this meeting to review processes and the detailed needs of the HPOA, Gursey re-worked their original proposal as presented during the RFP process. A spreadsheet was presented to the board documenting the revised hourly projection against the original proposal. As a result, Gursey is proposing a first year projection of 652 hours at a cost of \$60,000 plus a start-up fee of \$8,400 for a total of \$68,400 in year one. This represents a discount off their standard billing of 66 percent. The start-up costs would be funded from the contingency budget. The monthly variance from the current budget would amount to approximately \$529/month.

It was moved by Evan Kaizer, seconded by Leslie Blumburg, and CARRIED to authorize the ad-hoc finance committee to negotiate a terms of engagement letter with Gursey Schneider. Unanimously approved.

- D. 2014 Annual Financial Review. Fabio Vasco, independent CPA with GTL, LLP, presented the Financial Review report, which is a requirement of the city contract to manage the BID. He pointed out that the review was more intensive than a compilation but less rigorous than a full audit. The Finance Committee had previously had the opportunity to review the document.

It was moved by Galo Medina, seconded by Evan Kaizer, and CARRIED to approve the 2014 Financial Review as presented by Fabio Vasco.

- E. Consumer Price Index – Morrison presented the opportunity to increase the BID assessment for 2015-16. This year the CPI is up .5% which is the amount assessments can be raised. The board elected not to increase.

It was moved by Joseph D'Amore, seconded by Mark Echeverria, and CARRIED to not increase the BID assessments for 2015-16. Unanimously approved.

VII. NEW BUSINESS

- A. Dashboard Report – Kerry Morrison presented a “Dashboard” spreadsheet to track/identify projects and their priorities. The hope was this dashboard would track issues and objectives that are contained in the Board’s Strategic Work Plan, and that come up during the year. The tracking correlates with the strategic plan and is divided into: Safe Hollywood Nights, Public Space & Planning, Safe Hollywood Sidewalks, Stakeholders: Engagement & Communications, Admin, and Misc. Projects in these categories are listed as to level of attention: Urgent/Pressing, In Process, Monitoring, Accomplished, and Parked. It was requested by the board that this report be generated quarterly in order for the board to have a clear understanding of where issues stand.

VIII. COMMITTEE AND ACTIVITY REPORTS

A. Streetscape and Planning – Mark Echeverria and Matthew Seversen

1. BID Walk-Thru April 21, 2015 – A PowerPoint presentation of conditions found throughout the BID was shown to the board. Additionally, a complete punchlist of several hundred items noticed by the committee was distributed to the board. This will serve as the work plan for the Streetscape & Planning Committee this year. Items were categorized as:

- a. Immediate – easy fixes which could be done under the Maintenance Contract
- b. Long Term – items such as sidewalk/curb repair, refurbished light poles, etc.
- c. Special Projects such as standardized tree wells, public art, etc.

2. Potential funding opportunities – Severson included in the board packet information just received from the city about funding that has been preserved to complete several projects associated with the Hollywood Crossroads streetscape and pedestrian amenity plan. More details will follow in future meetings, but approximately \$2.4M is available to fund important improvements along Vine Street (from Sunset to Fountain); Highland (from Franklin to Sunset) and Hollywood Boulevard (from Sycamore to Serrano). In addition, staff just received word relative to the opportunity to apply for a Great Streets challenge grant for Hollywood Blvd. Information will be brought back to the June meeting.

3. Mobility Summit expenses – Morrison was asked to compile an expense report associated with the planning and implementation and aftermath of the February 11 mobility summit and this was included in the board packet. The concern was expressed that the board may not have known up front how much was entailed in planning for the event, and the need to secure consultant help to implement. A portion of Sarah Besley's consulting time was also devoted.

B. Ad-hoc Communications Working Groups – Jan Martin and Devin Strecker

- 1. Festival Working Group: Strecker and Martin walked the board through a deck describing Hollywood Music & Arts festival, covering four (4) nights, tentatively November 5 through 8, 2015. Staff is working with Haines & Co. on the structure of the event. Already there are 12 venues interested in participating. Every venue will sponsor their own event. With board approval, marketing and staff time will be taken from existing marketing budget.
- 2. BISNOW "The Future of Hollywood" – Report from Mariani postponed until the June board meeting.

B. Security – John Tronson, Kerry Morrison

1. **Public Hearings on Street Vending** – Morrison advised the board that four (4) meetings are being held to seek input on a proposal to create a citywide sidewalk vending ordinance. An announcement from the Council's Economic Development Committee was distributed announcing the dates of the upcoming meetings. Morrison said staff is committed to cover the four hearing and sought board members to volunteer. Alyssa Van Breene volunteered to attend the May 29, 2015 hearing.
2. **Official Homeless Count** – In the interest of time, a report was tabled. Information was included in board packet.
3. **LAPD Review of Proposed Type 47 Restaurant Licenses** – Yamada reminded the board that the BID remains neutral on applications from businesses to seek a liquor license. LAPD is currently supporting Type 47 restaurant licenses up to a midnite serving time. If individual board members speak on this topic, it should not be confused with the BID position, which is to remain neutral.
4. **Panhandling and sidewalk safety** – Morrison presented the board a mock-up of a handout for tourists discouraging giving to costumed street characters, CD vendors, and/or panhandlers. This brochure will tie into a new website, www.hollywoodsafesidewalks.com. The handout is written in four (4) languages and will be given to property managers, hotels, restaurants, and businesses for distribution. The initial cost for 25,000 brochures is \$5,000 which will included costs of artwork and printing.

It was moved by Mark Stephenson, seconded by Jan Martin, and CARRIED to authorize the expenditure of \$5,000 to proceed with the project to design and print information cards and a website to promote visitors' awareness on donations to costumed street characters, CD vendors, and panhandlers. Unanimously approved.

VI. Old Business

- A. **Coffee with the President Follow-up** – Yamada directed the board to review the issues, concerns and suggestions raised by those who attended the Coffee with the President meeting on March 13. The report was included in the board's packet. In particular, she asked for input on items noted in yellow. In response, it was noted that at the next planning retreat, if the board was interested, they could have an outside expert do a presentation on how other cities organize unified parking programs, and what would be involved in creating a sign overlay district or a specific plan for Hollywood. Instead of creating a mid-BID business association, it was reported that a group of owners, led by board members Mark Echeverria and Evan Kaizer, have already committed to reach out to mid-BID businesses. In lieu of sending out a survey to owners, it was suggested that

some type of survey mechanism could be incorporated into the annual all property owners meeting.

VII. Staff Report

A. Search for the HPOA Office Location – Kerry Morrison and Joe Mariani

1. At the suggestion of the board, a letter was sent out to mid-BID property owners seeking office availability options. Several responses were received and the staff followed up. Mariani reported that because the office moved to the sixth floor at the request of building management, rent is free in the Taft building until July 31, 2015. At that time the monthly rent will be approximately \$8,000, compared to the monthly budget allowance of \$4250. A spreadsheet "Office Move Cost Analysis" was distributed to compare and contrast the costs and attributed of various spaces: Spaces currently being looked at are:
 - a. Taft Building – Two (2) office suites available. One at 1480 sq. ft. with courtyard view (facing The W wall) with no room for board meetings, no storage space, and 7 ft. wide offices. The second facing Vine Street has 1,772 sq. ft., again with no storage, small offices, no room for board meetings. Both are considerably smaller than the BID office previously occupied on the 4th floor but higher rent.
 - b. Sieroty Buildings – 6556 Hollywood Blvd. and possibly 6562 Hollywood Blvd.
 - c. Musso's space – Hollywood Blvd.
 - d. Denley Buildings –McCadden and Whitley

- B. Board Planning Retreat – The annual board planning retreat is slated to be held in July. Given time constraints, there was no time to discuss the board's preferences. Morrison will bring back suggested sites to the June board meeting.

VIII. Next Meeting: The next meeting will be held June 18, 2015

IX. Adjournment: The meeting was adjourned at 6:20 p.m.

HOLLYWOOD PROPERTY OWNERS ALLIANCE

BOARD OF DIRECTORS

Agenda

June 18, 2015

4 p.m. to 6 p.m.

Taft Building Suite 600

1680 Vine Street

- I. 4:00 P.M. CALL TO ORDER – President Monica Yamada
- II. OPEN FORUM & INTRODUCTIONS
- III. 4:10 APPROVAL OF THE MINUTES
 - **Action:** May 21, 2015
- IV. TREASURERS REPORT
 - A. **Action:** Review/approval of the May 31, 2015 financial statement
 - B. Status report on financial services transition
- V. 4:20 NEW BUSINESS
- VI. 4:25 COMMITTEE/ACTIVITY REPORTS
 - A. Streetscape and Planning– Mark Echeverria/Matthew Severson
 - 1. Report from meeting with Do Art Foundation
 - 2. Meeting with Bureau of Street Lighting re/ light replacement
 - 3. DWP Grant Award
 - 4. Great Streets Initiative –
 - a. Maintenance Walk-Thru 6/4
 - b. Challenge Grant opportunity – due 6/30/15**Action:** Authorize expenditure of \$20,000 toward challenge grant (with \$20,000 to be matched by city if successful)
 - 5. City sidewalk repair proposal
 - B. Ad-hoc Communications Working Group –Jan Martin/Devin Strecker
 - 1. Progress report from Festival Working Group
 - 2. Venue crawl – after board meeting
 - C. Security – John Tronson/Kerry Morrison
 - 1. Public hearings for proposed sidewalk vending ordinance – need volunteers to testify
 - a. **Action:** contribute \$5,000 from Security Contingency budget to support Coalition to Save Small Business and the coalition building campaign to oppose the sidewalk vending ordinance.

2. Progress report – “Hollywood safe sidewalks” project
3. Homeless issues
 - a. CDA statewide forum – 7/30/15
 - b. data tracking on impacts of increased homelessness
4. Andrews’ Radio Repeater Repair

VII. 5:30 OLD BUSINESS

VIII. 5:35 STAFF REPORT

1. BID Headquarters office update
 - a. Review of 6562 Hollywood Boulevard option
 - b. **Action:** Authorize staff to enter into a Letter of Intent (LOI) with Hollywood Studios LLC to secure office space at 6562 Hollywood Blvd with the following terms:
 - Lease Term: 62 months with base rent at \$6,000 per month, with annual increases of 3%
 - Modified Gross Lease: Tenant does not pay any property taxes or property insurance expenses in first year of lease (Base Year). In subsequent years, Tenant pays its share of any increases. Additionally, Tenant shall pay their own utilities and HVAC quarterly maintenance.
 - Tenant and Landlord will cooperate to create an approved space and tenant improvement plan. With Landlord covering a majority of construction costs, while tenant is responsible for furniture, fixture and equipment (FFE) costs.
 - All systems (HVAC, Electric) will be delivered in good working condition.
 - Landlord recognizes that BID re-authorization will take place during the late summer or fall of 2018. Thus, the BID has one termination right which can be exercised between August 1, 2018 and October 30, 2018. This can be exercised only if the BID is not reauthorized past December 31, 2018.
 - c. **Action:** authorize expenditure up to \$40,000 from contingency budget for TI and FFE costs associated with new office space.

2. IDA conference – San Francisco

IX. NEXT MEETING: July 16, 2015

X. 6:00 ADJOURN

For more information, contact HPOA Staff at 323-463-6767. As a covered entity under Title II of the Americans with Disabilities Act, organizations that contract with the City of Los Angeles do not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the office of the Hollywood Property Owners Alliance at 323-463-6767.

